



**CUSTOMER RETENTION IN MPH BOOKSTORE GREAT EASTERN
MALL OUTLET**

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OUTLET**

WAN SHAZANA BT ABD AZIZ

Submitted In Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

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“DECLARATION OF ORIGINAL WORK”

I, WAN SHAZANA BT ABD AZIZ, (I/C NUMBER 871201-14-5526)

Hereby, declare that,

- This work has no previously been accepted in substance for any degree, locally or overseas and it's not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

DATE OF SUBMISSION:

THE HEAD OF PROGRAM
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “CUSTOMER RETENTION IN MPH BOOKSTORE GREAT EASTERN MALL OUTLET” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank You

Yours Sincerely

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ABSTRACT

In maintaining the customer retention, the case studies have taken place in MPH Bookstore Great Eastern Mall. The issue that has been arising in this company is the dissatisfaction of the customer towards the company and how the company take an action to retain the valuable customer as their loyal customer. The method that has been used based on selected monthly sale, customer retention rate calculation, observation and interview with the selected staff. Based on the data, the company have low retention rate based on the selected month. Furthermore, the data that have been collected shows there are different group of the customer needs and wants towards the company. From this, the recommendation has been inserted in serving the customer based on their group and needs suitable in achieving the goals and increasing the customer retention rate.

Keywords : Factors and Customer Retention

Paper Type : Case Study